



Australian Government

BSBMGT616 Develop and implement strategic plans

Release: 1

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Modification History

| Release | Comments |
|-----------|--|
| Release 1 | This version first released with BSB Business Services Training Package Version 1.0. |

Application

This unit describes the skills and knowledge required to establish the strategic direction of the organisation, sustain competitive advantage and enhance competitiveness. It covers analysis and interpretation of relevant markets, capability assessment of the organisation and analysis of the organisation's existing and potential competitors and allies. It also covers implementation of the strategic plan and developing specific actions and initiatives that will be undertaken by people working in various roles.

It applies to individuals working in senior roles in the organisation who have responsibility for ensuring that the organisation is positioned to ensure its long-term viability and success.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Management and Leadership – Management

Elements and Performance Criteria

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| <i>Elements describe the essential outcomes.</i> | <i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i> |
| 1. Confirm organisational vision and mission | 1.1 Check with stakeholders that organisational vision and mission are still held to be current and are supported 1.2 Make any changes or refinements to vision or mission statement as required 1.3 Review or develop organisational values to support the vision and mission statement 1.4 Gain support for strategic planning process from all relevant stakeholders |

| ELEMENT | PERFORMANCE CRITERIA |
|--|--|
| 2. Analyse the internal and external environment | <p>2.1 Determine information requirements and undertake or commission research to deliver relevant information</p> <p>2.2 Analyse political, economic, social, and technological developments in a global context</p> <p>2.3 Seek advice from appropriate experts wherever necessary</p> <p>2.4 Identify and consider strengths and weaknesses of existing and potential competitors and allies</p> <p>2.5 Analyse organisation's strengths, weaknesses, opportunities and threats</p> <p>2.6 Consider cooperative ventures that are supported by risk and cost benefit analyses, are consistent with the organisational vision, mission and values and provide for due diligence</p> <p>2.7 Check that analysis of internal and external environment is consistent with the perspectives of other informed people</p> |
| 3. Write strategic plan | <p>3.1 Document relevant research and background for inclusion in the strategic plan</p> <p>3.2 Formulate strategic objectives and strategies needed for the future</p> <p>3.3 Detail each strategy with an assigned priority, a timeframe, responsible parties and measurable performance indicators</p> <p>3.4 Circulate strategic plan for comment, support and endorsement</p> |
| 4. Implement strategic plan | <p>4.1 Communicate strategic plan to all relevant parties</p> <p>4.2 Brief people with a specific role in relation to strategies</p> <p>4.3 Use performance indicators to monitor progress in implementing plan</p> <p>4.4 Make necessary refinements to plan</p> <p>4.5 Evaluate achievement of objectives at agreed milestones</p> <p>4.6 Review effectiveness of plan and consider methods for improving strategic planning processes</p> |

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

| Skill | Performance Criteria | Description |
|----------------------------|---|--|
| Reading | 1.1-1.3, 2.1, 2.2, 2.4-2.6, 3.1, 3.3, 4.4-4.6 | <ul style="list-style-type: none"> Identifies and analyses complex organisational texts to determine business requirements Reviews, evaluates, interprets and applies content from a range of sources to aid in development of strategies |
| Writing | 1.2, 1.3, 2.1, 2.2, 2.4-2.6, 3.1-3.3, 4.3-4.6 | <ul style="list-style-type: none"> Prepares strategic plans for relevant stakeholders incorporating appropriate vocabulary, grammatical structure and conventions Incorporates amendments to documents according to organisational requirements Collates and compiles data to convey specific information, requirements and recommendations |
| Oral Communication | 1.1, 1.4, 2.3, 4.1, 4.2 | <ul style="list-style-type: none"> Presents information and seeks advice using language and register appropriate to audience Participates in discussions using listening and questioning to elicit the views of others and to clarify or confirm understanding |
| Numeracy | 2.6, 3.2, 3.3, 4.5, 4.6 | <ul style="list-style-type: none"> Interprets and analyses statistical data and mathematical information to consider trends and resource implications of proposed strategies |
| Navigate the world of work | 1.1-1.3 | <ul style="list-style-type: none"> Works autonomously making high level decisions to achieve and improve organisational goals Takes a lead role in the development of strategies to achieve organisational goals |
| Interact with others | 1.1, 1.4, 2.3, 3.4, 4.1, 4.2 | <ul style="list-style-type: none"> Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction, influencing direction and taking a leadership role Seeks feedback or expert advice where required |
| Get the work done | 1.3, 2.1, 2.2, 2.4-2.7, 3.2, 4.3-4.6 | <ul style="list-style-type: none"> Develops flexible plans for complex, high impact activities with strategic implications, taking into account capabilities, efficiencies and effectiveness Systematically gathers and analyses all relevant information and evaluates options to inform decisions about organisational strategies Evaluates outcomes to identify opportunities for improvement Applies problem solving processes to identify risks, evaluate options and determine solutions |

Unit Mapping Information

| Code and title current version | Code and title previous version | Comments | Equivalence status |
|---|--|---|--------------------|
| BSBMGT616 Develop and implement strategic plans | BSBMGT616A Develop and implement strategic plans | Updated to meet Standards for Training Packages | Equivalent unit |

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>